INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

No. 1516 | Washington, D. C. | December 4, 1954

N.C.A. Officers and Staff Speak at Canner Meetings

N.C.A. officers made appearances at three of the annual state conventions this week—President E. E. Willkie at the Tri-State meeting in Baltimore, December 2; Vice President George B. Morrill, Jr., at the Georgia meeting in Savannah, December 3; and Executive Secretary Carlos Campbell at the Michigan meeting in Grand Rapids on December 2.

Tri-State Packers' Association

President Willkie dwelt on changes that have occurred in marketing and distribution, which have been so rapid in recent years and have called for a compensating speed in adjustments in manufacturing and selling canned foods. He told the Tri-State canners that to move fast is not sufficient, but that business acumen, judgment and capability must be applied. He pointed to future prospects for commercial canners, saying:

"Population growth alone will create in the next 10 years a 15 percent rise in total food consumption in the United States. In addition, most food economists agree that each American, in this relatively high income era, will be eating more food. This increased per capita consumption, plus gains of population, will mean that the total demand for food probably will go up 18 percent to 20 percent above the present level 10 years from now. Experience has proven that people eat more and better food when their income level rises . . . as long as food prices are reasonably stable and, of course, as long as food is available. The accelerated trend in the usage of more processed food promises to continue as far as we can see. Everything in the future indicates that canned food has a very important place in the economy of the nation in the years to come. The relative importance of the place that it has, of course, will depend upon the efficiency of the industry which is producing these canned foods. Our record of increased productive efficiency is one of the best among all industries. Our output per man-hour is about 50 percent higher than 10 years ago, a strikingly rapid rise when you consider that the average business increases its productivity about 2 percent a year. The canning industry has averaged closer to 5 percent."

Mr. Willkie also appeared on a special television program arranged by the Tri-State Packers' Association. He was one of a group interviewed December 3 by Molly Martin on the "Homemakers Institute" show over Baltimore station WBAL-TV. He commented on the achievements of Tri-State packers in the realm of variety and diversity of product and on their importance to the public welfare of their region in terms of their contributions in wages, salaries and purchase of crops for processing.

Georgia Canners Association

Vice President Morrill made a presentation of the N.C.A. Consumer and Trade Relations program, showing colored slides and giving descriptive commentary at the Georgia Canners Association meeting. The slides depict the numerous steps taken in the C.&T.R. program this year, and dem-

(Please turn to page 352)

FDA Commissioner Cites Canning Industry and N.C.A.

George P. Larrick, Commissioner of Food and Drugs, stated recently that the canning industry "provides an outstanding example of self-regulation at its best."

This statement was in a speech by Mr. Larrick at the National Grain Sanitation Conference in Kansas City, Mo., November 15. A portion of his address is quoted:

"One of the most significant developments in this country's industrial progress was the rapid growth of the canning industry. Perishable foods were harvested in commercial quantities and delivered to the processing establishment. The availability of these canned foods was obviously a great convenience for the housewife but mass production brought problems of spoilage and sanitation. Moldy tomatoes would make catsup that, in appearance and taste, could not be distinguished from catsup made from sound tomatoes.

"Many problems of this sort led to extensive investigations by those responsible for the enforcement of the Federal Food and Drugs Act. The legal actions which followed in the federal courts focused attention on the problems.

"The canning industry did not sit idly by. The National Canners Association established its own laboratory. It provided its members with the technical knowledge necessary to solve the problems of the sanitary production of canned foods. This industry provides an outstanding example of self-regulation at its best. The fact that next year will mark almost half a century of cooperation between the National Canners Association and the Food and Drug Administration suggests that the relationship is more than temporary."

Mr. Larrick said that self-regulation makes it possible for food and drug inspectors to concentrate their attention upon "the relatively few firms" that do not keep abreast of the improvements accomplished by the majority.

Mr. Larrick's speech was entitled "Cleaner Foods through Cooperation between Processors and the Food and Drug Administration."

Baby Food Committee Meets

The N.C.A. Eastern Technical Committee on Baby Foods met at Association headquarters December 2.

Reports were presented by Dr. W. B. Esselen and Dr. Livingston of the University of Massachusetts on performance of glass containers for baby foods. They also reported on results of examination of experimental packs of products packed by the Smith-Ball and Martin aseptic processes.

Other subjects discussed included the analysis of pesticide residues by bioassay methods, including progress at the Washington Research Laboratories, the Western Branch Laboratory, and the results of research by the University of California under an N.C.A. grant. The studies conducted at Cornell University using Drosophila flies for bioassay of food products were reviewed.

The Committee also discussed with N.C.A. Counsel the FDA proposal for tolerances of pesticide residues on fresh fruits and vegetables.

Grapefruit Sections for USDA

The U. S. Department of Agriculture on November 30 announced the purchase of 150,000 cases of 24 No. 2 cans of U. S. Fancy grade grapefruit sections at an average price of $3.34 per case, f.o.b. shipping points, exclusive of cash discounts.

These canned grapefruit sections, all from Florida processors, will be delivered during the period December 20 through February 12 to schools participating in the National School Lunch Program.

On November 23 USDA announced the purchase of 251,200 cases of this product. The two purchases, totaling 401,200 cases, complete the purchase under purchase specifications mailed to grapefruit canners on November 12, 1954.

Activities of USDA Personnel

The policy of the U. S. Department of Agriculture concerning the relationship of its employees to general and specialized organizations of farmers has been set forth in Memorandum No. 1368 issued by Secretary Benson on November 24.

The memorandum prescribes that "no employee of this Department shall

"(1) Accept the use of free office space for contributions for salary or traveling expense from any general or specialized organization of farmers;

"(2) Advocate that any particular general or specialized organization of farmers is better adapted for carrying out the work of this Department than any individual citizen, groups of citizens, or organizations;

"(3) Advocate that the responsibilities of any agency of this Department or any other federal agency should be carried out through any particular general or specialized organization of farmers;

"(4) Advocate or recommend that any state or local agency should carry out its responsibilities through any particular general or specialized organization of farmers;

"(5) Approve contracts for the Department with any cooperative or other commercial organization whenever such cooperative or other commercial organization deducts or 'checks off' from payments due farmers, membership dues of such farmers to any general or specialized organization of farmers, except as it is determined that current authorization for such deduction has been knowingly filed by such individual farmers with the cooperative or other commercial organization;

"(6) Shall directly or indirectly solicit membership in any general or specialized organization of farmers . . ."

Increase in Sugar Quota

The U. S. Department of Agriculture on November 30 announced that the increase in the 1954 sugar quotas from 8,200,000 to 8,250,000 short tons, raw value, originally announced on November 15, will be made effective December 3.

Following the original announcement USDA announced on November 17 that the action would be delayed because of the reaction of the raw sugar market to the proposed increase.

USDA said that "it now appears necessary to permit the entry of the additional sugar to assure adequate supplies for consumption in 1954 and year-end inventory requirements."

Pennsylvania Canners Assn.

The Pennsylvania Canners Association elected the following officers recently at the association's annual convention:

President—George C. Lambert, Keystone Mushroom Co., Inc., Coatesville; vice presidents—Edward J. Laucks, Hungerford Packing Co., Inc., Hungerford; John A. Hauser, The C. H. Musselman Co., Biglerville (reelected); and J. B. Park, Brandywine Mushroom Corp., West Chester; executive secretary—Jack R. Grey, York (reelected); treasurer—R. M. Mears, York (reelected).

Indiana Canners Association

The Indiana Canners Association elected the following officers recently at the association's annual convention:

President—A. E. Coddington, Coddington Packing Co., Inc., Mt. Comfort; vice president—Arthur H. Noble, Ray Bros. & Noble Canning Co., Hobbs; treasurer—B. R. Nelson, Blue River Packing Co., Morristown; secretary—Warren R. Spangle, Indianapolis (reelected).

How To Start a Safety Program

The National Safety Council has published a pamphlet, *How to Start a Safety Program*, which is designed to help management deal with its accident and fire problems. With the objective of saving management time, property, and money the NSC has presented a clear, short, simple statement of what to do first to get control of fire, health and personal injury hazards. This pamphlet may be obtained from the National Safety Council, 425 North Michigan Ave., Chicago 11, Ill.

Canner and Fieldmen Schools

Following is a schedule of short courses for canners and fieldmen to be conducted cooperatively in 1954-55 by the state agricultural colleges and the state and regional canners associations:

Illinois—January 11-13, University of Illinois, Urbana

Indiana—January 26-28, Fieldmen's and Canners School, Purdue University, Lafayette

Iowa-Nebraska—January 12-13, Iowa State College, Ames

Michigan—January 17-19, Michigan State College, East Lansing

Minnesota—February 1-2, Leamington Hotel, Minneapolis

N.C.A. Annual Convention—February 19-23, Chicago

New York—February 8-9, New York Experiment Station, Geneva

Ohio—January 31-February 1, Canners' and Fieldmen's Conference, Ohio State University; February 2-3, Vegetable and Fruit Processors' School, Ohio State University, Columbus

Ontario, Canada—January 3-6, Ontario Agricultural College, Guelph

Pennsylvania—February 2-4, Pennsylvania State University, State College

Tri-State—January 31-February 1, University of Maryland, College Park

Utah—January 5-6, Provo; January 7-8, Ogden

Wisconsin—January 25-26, University of Wisconsin, Madison

U. K. To Decontrol Fruits

The United Kingdom Imported Canned Fruit Order, 1950, as amended, has been revoked effective January 1, 1955, according to *Foreign Crops and Markets*, official publication of the Foreign Agricultural Service of USDA.

"From that date," the FAS reports, "all controls over prices and distribution will be abolished. Arrangements for imports by private trade will be announced by the Board of Trade."

Under control, Australia and South Africa supplied practically all British imports of canned apricots, peaches, and pears.

Under "decontrol," there will be no price ceilings, but it is expected that licensing, tariff preferences, and currency convertibility will continue as obstacles to trade.

Stocks of Apple Products

Reports on canners' stocks and shipments of canned apples and applesauce have been issued by the N.C.A. Division of Statistics, and detailed reports have been mailed to all canners packing these items.

Canned Apple Stocks and Shipments

	1953-54	1954-55
	(basis 6/10)	
Carryover, Aug. 1	178,495	147,390
Pack to Nov. 1	1,378,188	1,854,532
Supply	1,556,683	2,001,922
Stocks, Nov. 1	753,850	1,159,909
Shipments during Oct.	587,647	426,252
Shipments, Aug. 1-Nov. 1	802,833	842,013

Applesauce Stocks and Shipments

	1953-54	1954-55
	(actual cases)	
Carryover, Aug. 1	178,804	540,618
Pack to Nov. 1	7,333,060	9,071,550
Supply	7,511,864	9,612,168
Stocks, Nov. 1	4,014,221	6,708,843
Shipments during Oct.	1,537,704	1,202,407
Shipments, Aug. 1-Nov. 1	3,497,643	2,903,325

1954 Packs of Berries

Reports on the 1954 packs of blackberries, boysenberries, and loganberries have been issued by the N.C.A. Division of Statistics.

1954 Pack of Blackberries

	1953	1954
	(actual cases)	
Wash.-Ore.	237,218	149,056
Other states	263,836	264,427
U. S. Total	501,054	413,483

1954 Pack of Boysenberries

	1953	1954
	(actual cases)	
Wash.-Ore.	169,015	175,451
Other states	100,732	148,335
U. S. Total	269,747	323,786

1954 Pack of Loganberries

The 1954 pack of loganberries, all in Washington and Oregon, totaled 12,447 actual cases compared with 42,473 cases packed there in 1953.

1954 Pack of Peaches

The 1954 pack of canned peaches totaled 20,941,303 actual cases as compared with the 1953 pack of 24,212,709 cases, according to a report by the N.C.A. Division of Statistics.

On the basis of 24/2½s, the 1954 pack amounted to 18,480,839 cases compared with 21,100,289 cases in 1953.

	1953	1954
	(actual cases)	
Michigan	212,027	330,975
Southeast	488,031	408,421
Wash.-Ore.	682,140	693,899
California	22,708,145	•19,248,612
Other states	122,366	199,396
U. S. Total	24,212,709	20,941,303

• Includes 15,625,806 cases of cling peaches.

1954 Pack of Spiced and Sweet Pickled Peaches

A report on the 1954 pack of spiced and sweet pickled peaches also has been issued by the Division of Statistics.

	1953	1954
	(actual cases)	
California	403,519	536,617
Other states	109,253	140,478
U. S. Total	512,772	677,095

Wholesale Distributor Stocks of Canned Foods

A report on stocks of 18 canned foods in the hands of wholesale distributors November 1 has been issued by the Bureau of the Census, U. S. Department of Commerce.

November 1 stocks of most canned food items covered in the report were down slightly from year-ago levels but reflected substantial seasonal increases over stocks on hand July 1.

Stocks of citrus juices were down seasonally from July 1 levels, but stocks of applesauce (down 1 percent) and pineapple juice (down 9 percent) declined contrary to their usual seasonal trend.

Principal increases from July 1 to November 1 stocks were reported for canned peaches, up from 2.6 to 4.3 million cases; and green and wax beans, up from 2.6 to 3.7 million cases.

From November 1 a year ago to November 1 this year, stocks of canned peaches were reported up 19 percent. Other items for which larger inventories were reported for November 1, compared with a year ago, were green and wax beans, up 4 percent; tomato catsup and chili sauce, up 4 percent; fruit cocktail, up 8 percent; and the three citrus juices—citrus blends, up 17 percent; grapefruit juice, up 24 percent; and orange juice, up 6 percent.

The sharpest reduction from year-ago stocks held by distributors was reported for pineapple juice, down 40 percent. The total supply of pineapple juice was substantially larger, however, because of an increase of 1.9 million cases in the hands of canners since last November. Distributors' stocks of tomato juice were reported 13 percent below year-ago levels.

Commodity	Nov. 1, 1953	July 1, 1954	Nov. 1, 1954
	(thousands of actual cases)		
Vegetables:			
Beans, green and wax	3,523	2,553	3,663
Corn	4,675	4,082	3,554
Peas	4,418	3,313	4,157
Sauerkraut	n.a.	642	724
Tomatoes	3,886	2,810	3,600
Tomato catsup and chili sauce	2,105	1,541	2,289
Fruits:			
Applesauce	1,334	1,128	1,114
Apricots	854	611	837
Cherries, RSP	720	390	709
Fruit cocktail•	1,463	1,330	1,583
Peaches	3,603	2,600	4,289
Pears	1,080	976	1,071
Pineapple	2,079	1,868	1,989
Juices:			
Citrus blends	385	605	451
Grapefruit	718	1,249	890
Orange	1,000	1,709	1,061
Pineapple	1,651	1,007	995
Tomato[b]	3,642	2,449	3,151

n.a.—Not available. • Includes fruits for salad and mixed fruits (except citrus). [b] Includes vegetable juice combinations containing at least 70 percent tomato juice.

Movement of Dry Edible Beans

The most recent report of 1954 price support activities on dry edible beans shows that 35 percent fewer dry beans went under price support loans and purchase agreements thus far from the 1954 crop than from the 1953 crop at the same time a year ago, according to an announcement by the U. S. Department of Agriculture December 2.

On October 15 about 817,000 bags had gone under the 1954 price support program compared with 1,261,000 bags of 1953-crop beans on the same date last year. Most of the beans going under price support from this year's crop are colored classes and lima beans from the Western states, with few white classes going under support.

USDA reported that substantial quantities of red kidney (54,000 bags) and pea beans (81,000 bags) were sold back into domestic trade channels last spring. Small quantities of small red (3,000 bags) and large lima beans (6,000 bags) brought the total movement of CCC-owned beans back into domestic trade channels to approximately 144,000 bags.

Except for scattered odd lots of other classes, current CCC bean stocks of 482,000 bags are primarily pinto, pink, and large lima beans. The pink and pinto beans are being offered for export and domestic sale, and large lima beans are being offered on the domestic sales list.

Institutions Magazine

"Canned Foods in Quantity Feeding," a 21-page section on canned foods, appears in the November issue of *Institutions* magazine. The approximate circulation of 43,500 is among hotels, motels, resorts, hospitals, sanitariums, restaurants, fountains, schools, colleges, camps, industrial institutions, transportation systems, youth service organizations, military installations, government institutions, office buildings, clubs, and auditoriums.

Mrs. Alberta Macfarlane, food consultant, wrote the articles making up the canned foods section, with various canned foods companies and associations supplying data.

The first section of the article "Institutions Using More Canned Goods, Survey Shows" begins, "Food service operators are using more canned foods to meet the growing menu needs of institutions. In 1953 institutions purchased 19 percent of all canned fruits and vegetables, according to figures compiled by the Can Manufacturers Institute, Inc." It goes on to give pack statistics for the No. 10 can, and can size information from N.C.A.

The second section, "Achieve Year-Round Menu Appeal," emphasizes the high quality and nutritive values of canned foods. Among the listed advantages of using canned foods, it is pointed out that canned foods "frequently prove less costly than either fresh or frozen."

Sections on purchasing and storage follow. Another, "Canned Foods Meet All Menu Needs," includes canned meats and poultry, dietetic foods, soups, vegetables, and fish. Still another section lists institutional canned food products and where they are obtainable.

Seven pages are devoted to canned foods recipes for institutional use. These are followed by an article about can openers.

The N.C.A. Home Economics Division is listed as a reference, and several quotations and tabulations included in the feature are credited to N.C.A.

State Canner Meetings

(Concluded from page 349)

onstrate various methods by which individual canners can tie their own individual merchandising efforts into the campaign, and can use the numerous materials that are being prepared and distributed.

In his introductory remarks Mr. Morrill pointed to the variety of canned foods (107 different items) as one of the distinctive phases of the industry in Georgia. He also pointed out the gains that state has made in recent years in their purchase of vegetables and increased acreage for canning. He stressed the rising curve of canned food production in the country as a whole and stated that per capita consumption also is rising. Such gains, he asserted, can be further increased by vigorous promotion and selling.

Mr. Morrill brought out some of these points also in a radio statement arranged for him by the Information Division from Savannah station WSAV, where his remarks were broadcast on the news program "6:30 Edition."

"With canned foods consumption on the upgrade, with more and more housewives enthusiastic over the convenience, quality, economy, and nutritional factors of these products, Georgia canners have every promise of finding new and expanding usage of their great variety of canned items," he stated on the air.

Michigan Canners Association

Secretary Campbell also presented the C.&T.R. program through the medium of color slides at the Michigan Canners Association meeting, and in his introductory remarks stressed the importance of consumer demand as a guide to the canner's conduct of his business.

"In the case of canned foods, the consumer reigns supreme," Mr. Campbell stated. "All steps taken by canners, from field to kitchen, are geared to her command. Consumer likes and dislikes constitute the guide for all operations, including merchandising, selling, container sizes, styles of pack, and even the selection of seed in growing the raw product. The price she is willing to pay is another factor the canner considers in his planning and marketing of the canned product."

Varieties of fruits and vegetables are developed that have the physical characteristics consumers like, he said, and are then adapted to soil and climatic conditions that will enable farmers to produce them economically. Fertilization and protection from pest and disease are factors that control yields and quality, he pointed out. "The quality of the canned product is no better than the quality of the original raw product," he said. Harvest timing is another factor. Scientific processing in the cannery achieves the greatest possible retention of vitamin and nutritive values, he continued.

"All these are links in the chain of marketing," he said, "are planned by canners so as to give the consumer the food she wants, the quality that suits her taste, at a time and place that meets her convenience, in a container that enables her to store the food easily and safely and serve her family without waste. All this must be done at a cost that will make possible a price to the consumer that she is willing to pay. In short, the consumer is boss."

The Information Division issued press and radio-TV releases on highlights of the addresses of Messrs. Willkie, Morrill and Campbell to 167 newspapers and 70 radio-TV stations in Maryland, New Jersey and Delaware; 72 newspapers and 102 radio-TV stations in Georgia; 134 newspapers and 90 radio-TV stations in Michigan, as well as to the national and state branches of the wire services, and the canning trade journals.

TABLE OF CONTENTS

PAGE

Association Activities
Baby food committee meets 349

Foreign Trade
U. K. to decontrol fruits 350

Labor
How To Start a Safety Program 350

Meetings
N.C.A. officers and staff speak at canner meetings 349
Canner and fieldmen schools ... 350

Personnel
Activities of USDA personnel .. 350
Pennsylvania Canners Association 350
Indiana Canners Association ... 350

PAGE

Procurement
Grapefruit sections for USDA .. 350

Publicity
FDA commissioner cites canning industry and N.C.A. 349
Institutions magazine 352

Statistics
Stocks of apple products 351
1954 packs of berries 351
1954 pack of peaches 351
Wholesale distributor stocks of canned foods 351
Movement of dry edible beans ... 351

Supplies
Increase in sugar quota 350